

ABSTRACT

A driving apparatus of a display device for automatically adjusting the optimum brightness under limited power consumption aims to obtain different ratio of the brightness to the image data value under different image loading. When the picture image loading is greater, the driving device of the invention automatically decreases the ratio of the brightness to the image data value to ensure the power consumption of the display panel being lower than the specification value. When picture image loading is smaller, the driving device of the invention automatically increases the ratio of the brightness to the image data value to increase the display brightness of the panel image and enhance the contrast ratio.